

34281/8008/Fig1.vsd

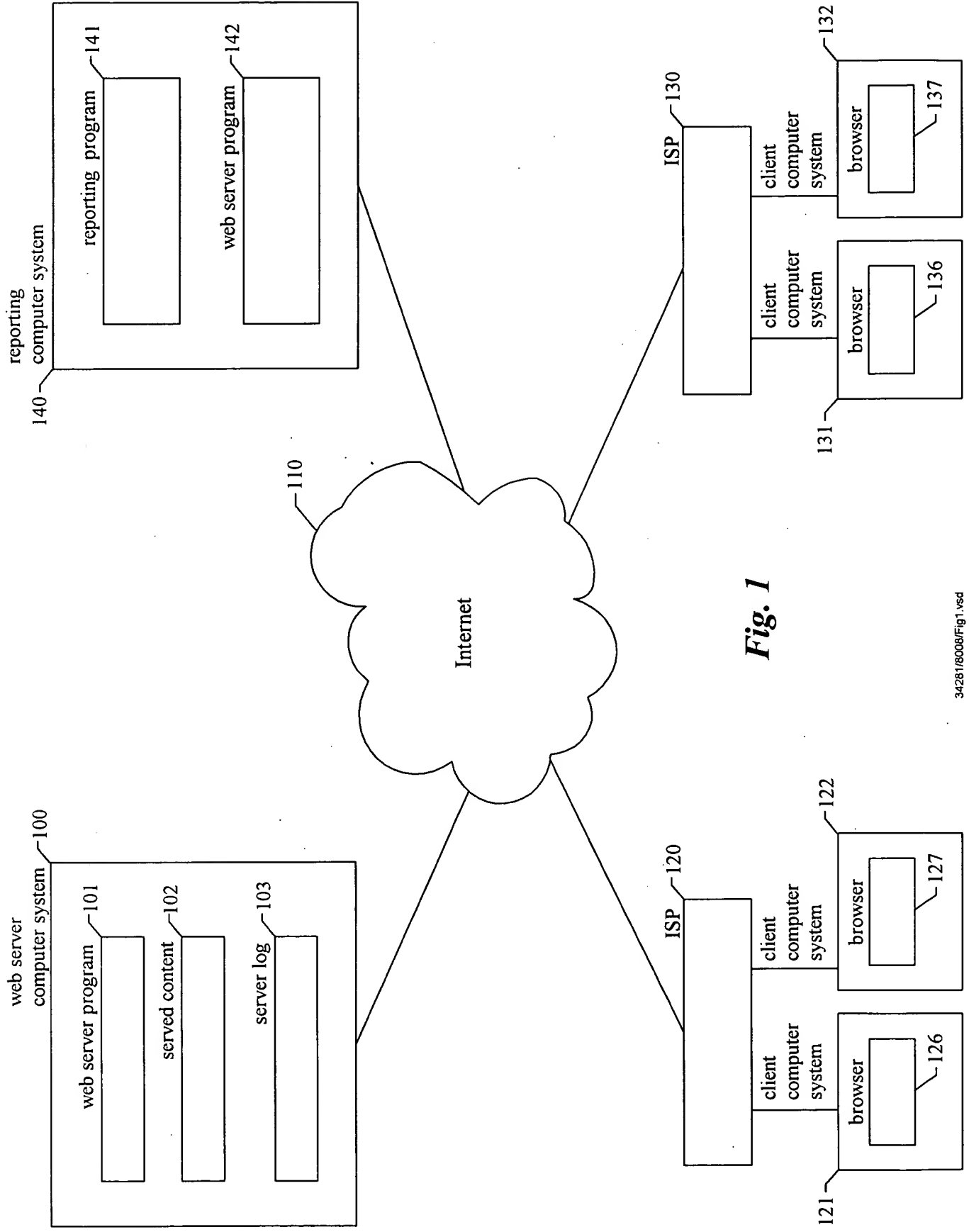


Fig. 1

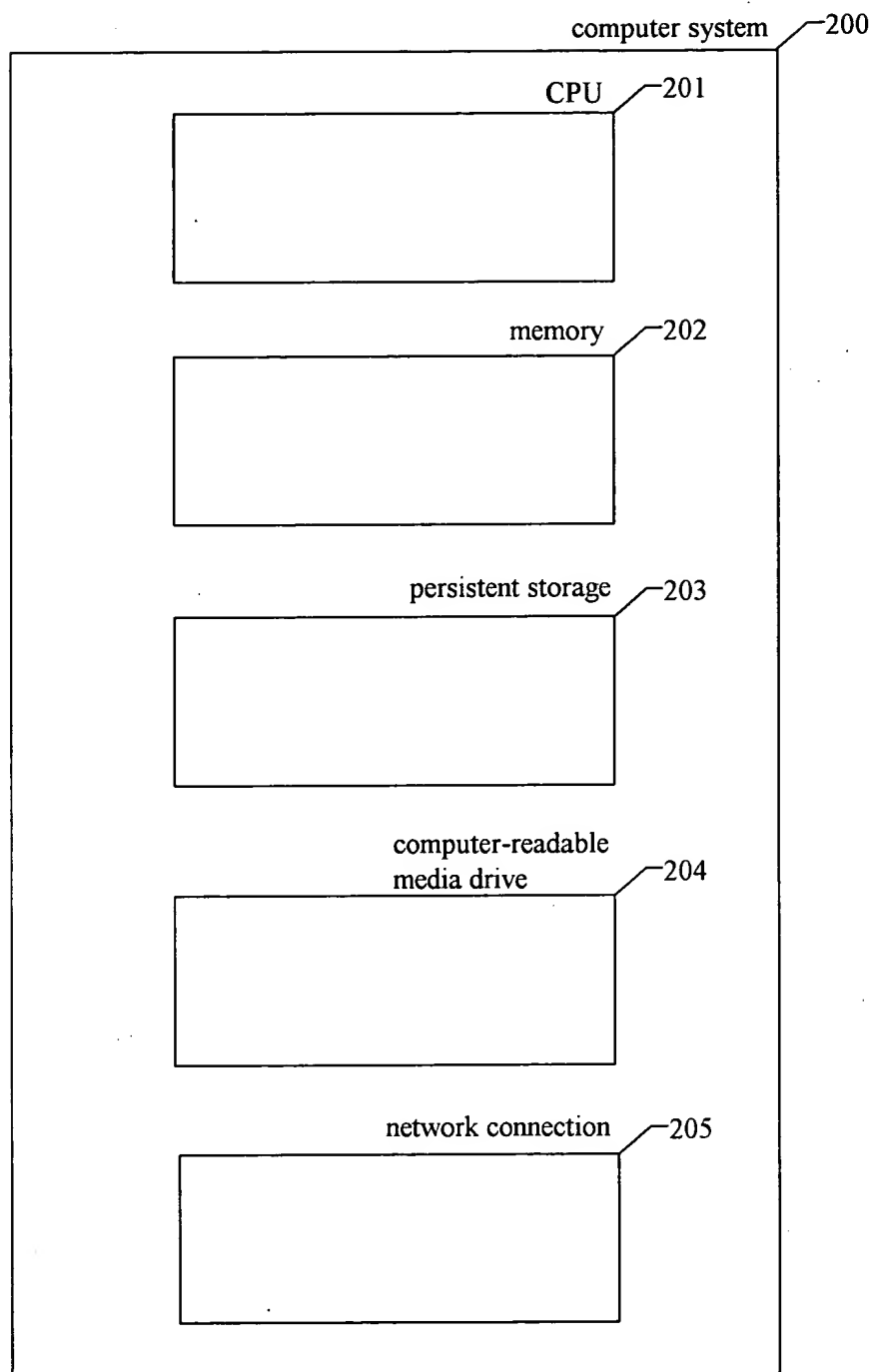


Fig. 2

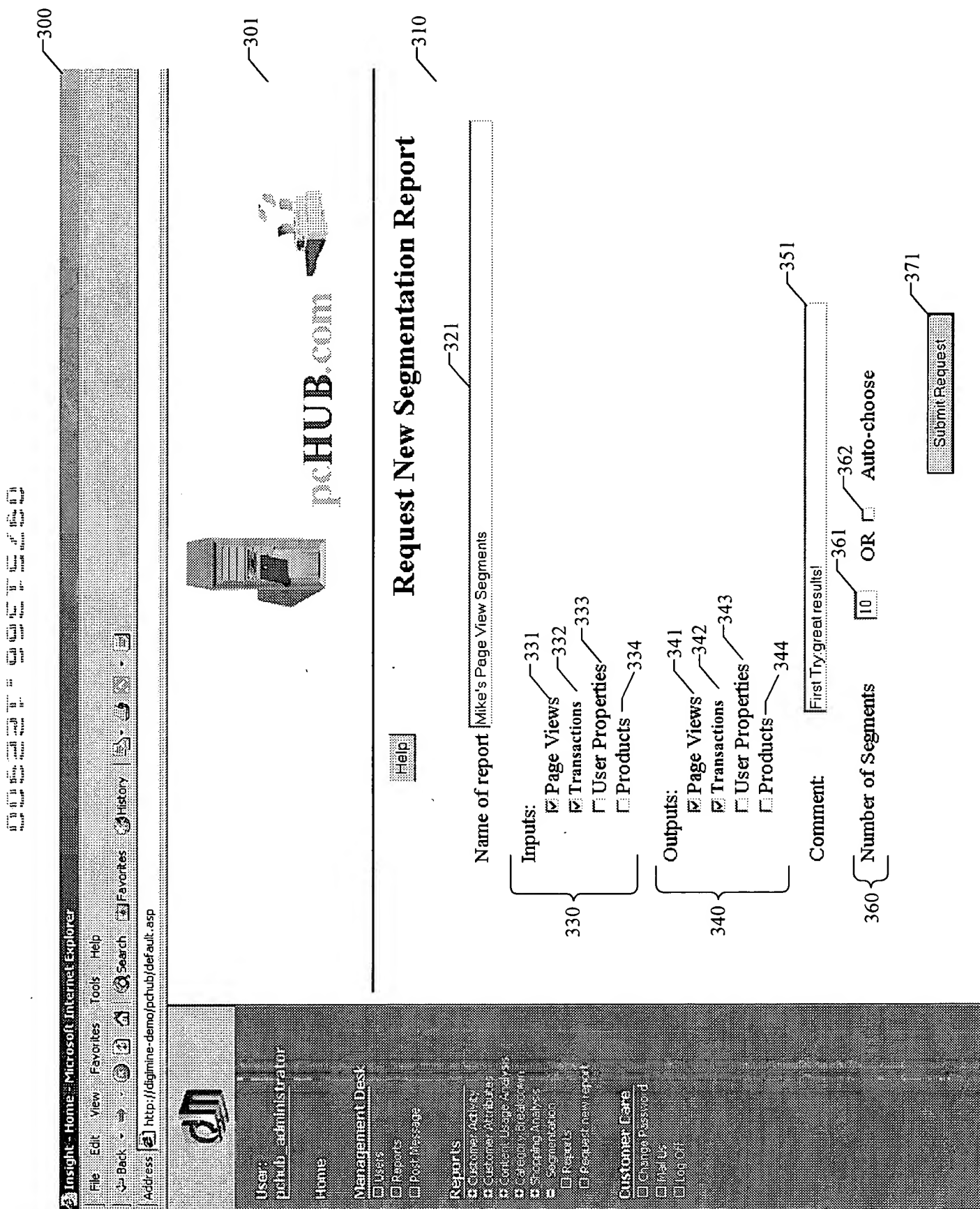


Fig. 3

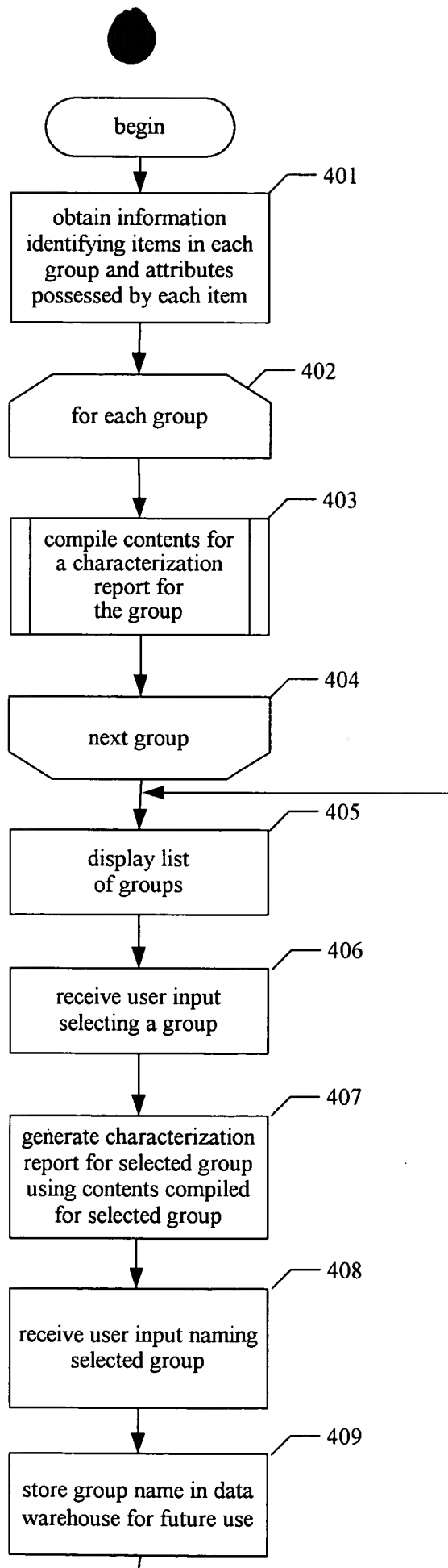
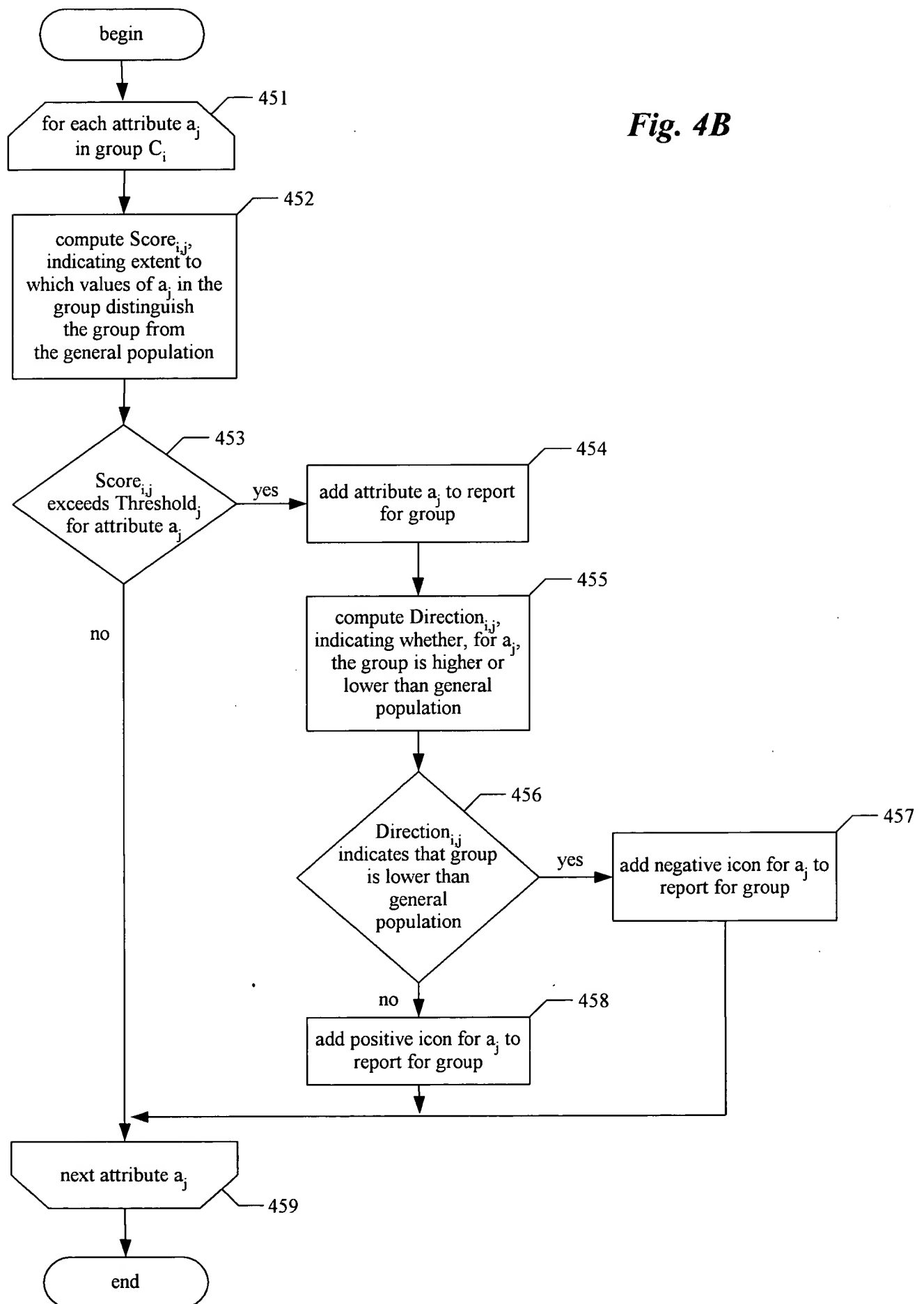


Fig. 4A

Fig. 4B



501			502	503	User Group Table	500
Group	User ID	User Attributes				
		⋮				
510	3	5	PurchasedAnyProduct, PurchasedAdventureGame			
511	3	16	PurchasedAnyProduct, PurchasedDrivingGame			
512	3	63	PurchasedAnyProduct, PurchasedAdventureGame			
513	3	64	PurchasedAnyProduct, PurchasedAdventureGame			
515	3	65	PurchasedAnyProduct, PurchasedAdventureGame, PurchasedDrivingGame			
515	3	67	ViewedHomePage			
516	3	69	PurchasedAnyProduct, PurchasedAdventureGame			
517	3	84	PurchasedAnyProduct, PurchasedDrivingGame			
518	3	89	PurchasedAnyProduct, PurchasedAdventureGroup, PurchasedDrivingGame			
519	3	90	PurchasedAnyProduct, PurchasedAdventureGame			
520	4	6	PurchasedAnyProduct, PurchasedAdventureGame, ViewedHardDrivePage			
521	4	7	ViewedPage, ViewedHardDrivePage, ViewedNetworkCardPage			
522	4	26	ViewedHardDrivePage, ViewedNetworkCardPage			
523	4	44	ViewedRacingGamePage, ViewedNetworkCardPage			
524	4	46	CheckedOrderStatus, ViewedHardDrivePage, ViewedNetworkCardPage			
525	4	52	ViewedHomePage, ViewedNetworkCardPage			
526	4	55	ViewedHardDrivePage, ViewedNetworkCardPage			
			⋮			

Fig. 5

Attributes
Table
600








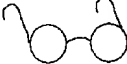


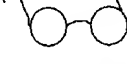


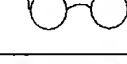





Attribute	Threshold	Icon ID	Positive Icon Image	Negative Icon Image
ViewedHomePage	80	1		
CheckedOrderStatus	41	2		
PurchasedAnyProduct	50	3		
UsedCoupon	70	4		
ViewedAdventureGamePage	55	5		
PurchasedAdventureGame	55	6		
ViewedRacingGamePage	60	5		
Purchased Racing Game	60	6		
ViewedNetworkCardPage	72	5		
PurchasedNetworkCard	72	6		
ViewedHardDrivePage	71	5		
PurchasedHardDrive	68	6		

Fig. 6

	Cluster Membership	
Attribute a_j	In C_i	Not in C_i
True	a	b
False	c	d

700

702

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704

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Fig. 7

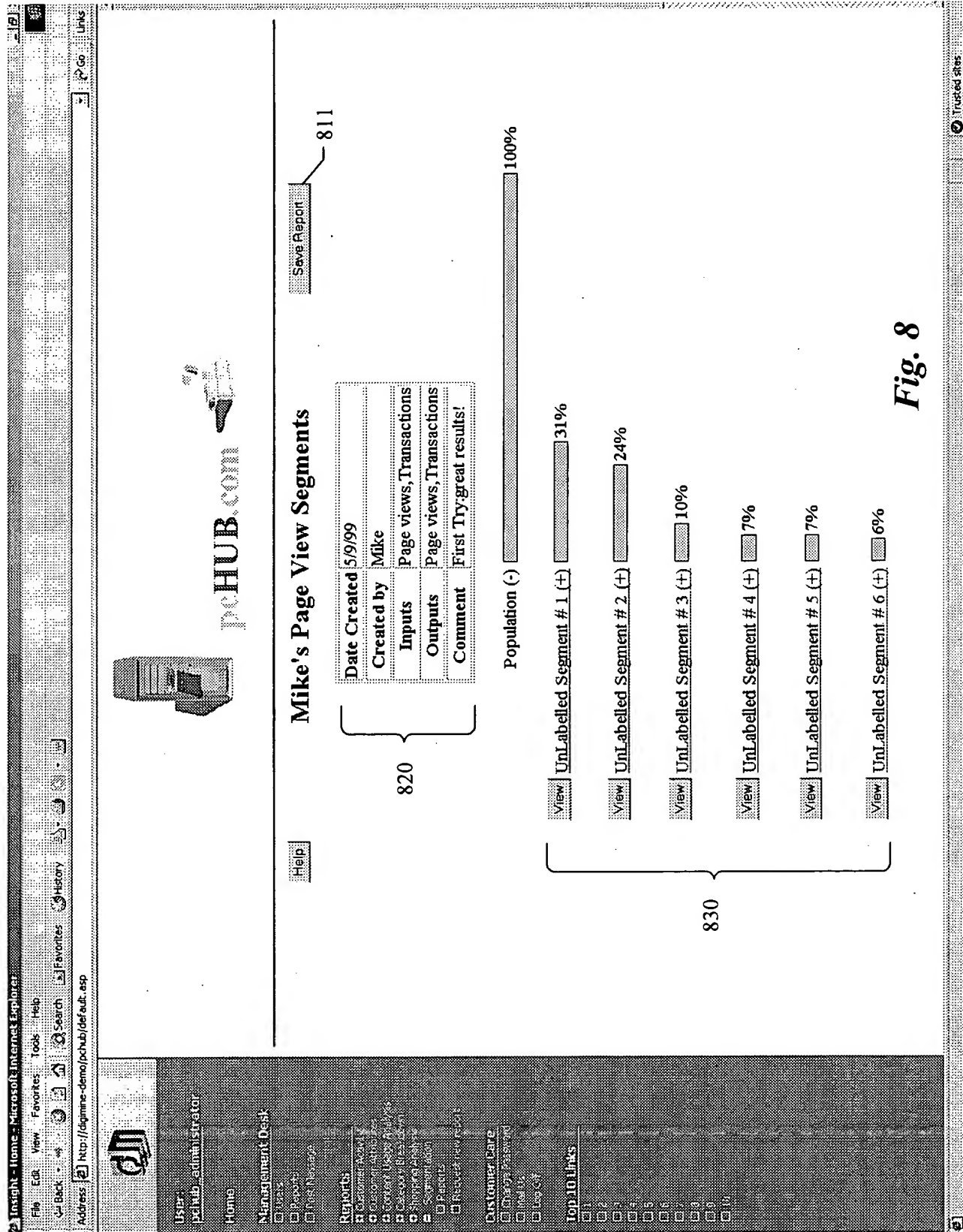
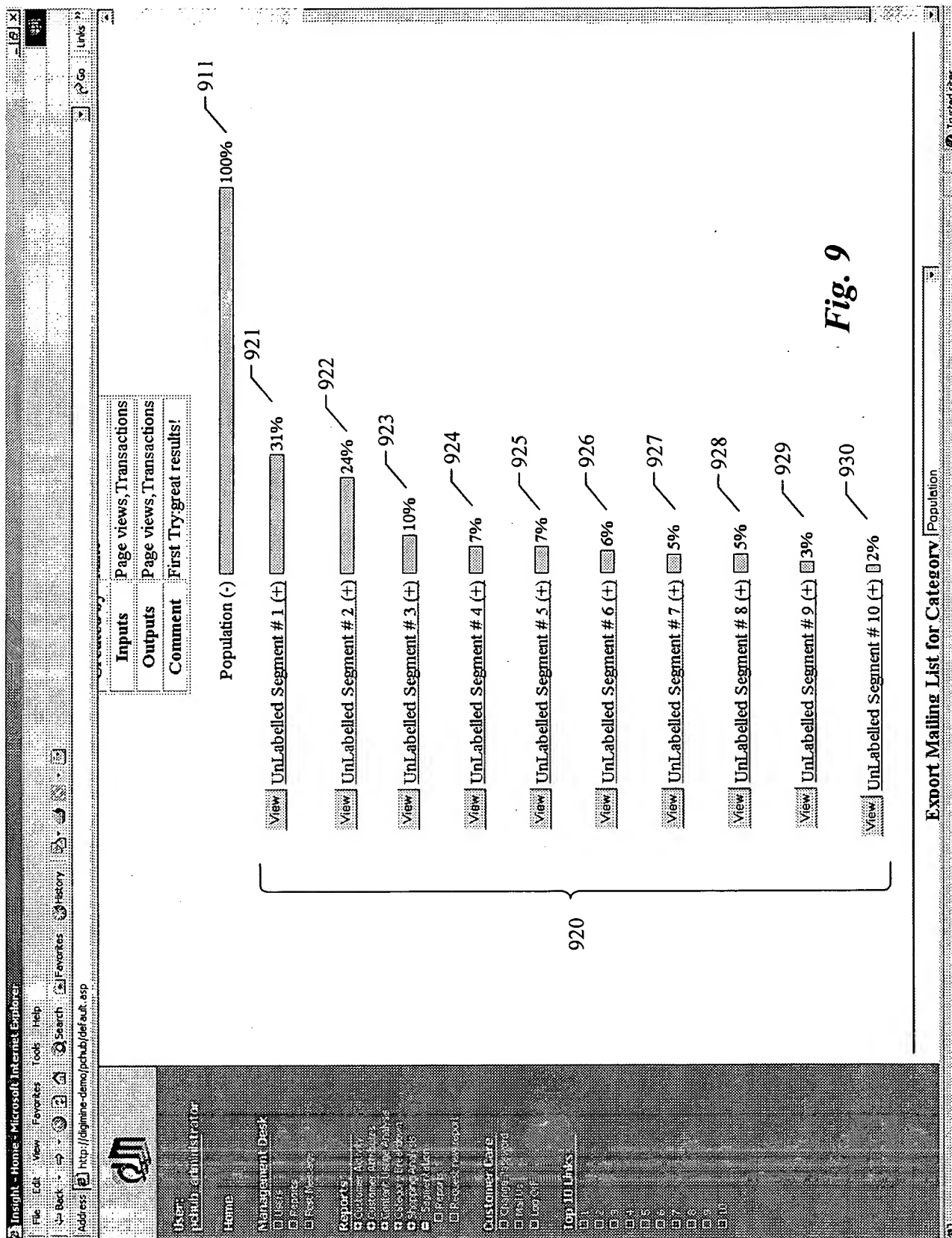


Fig. 8



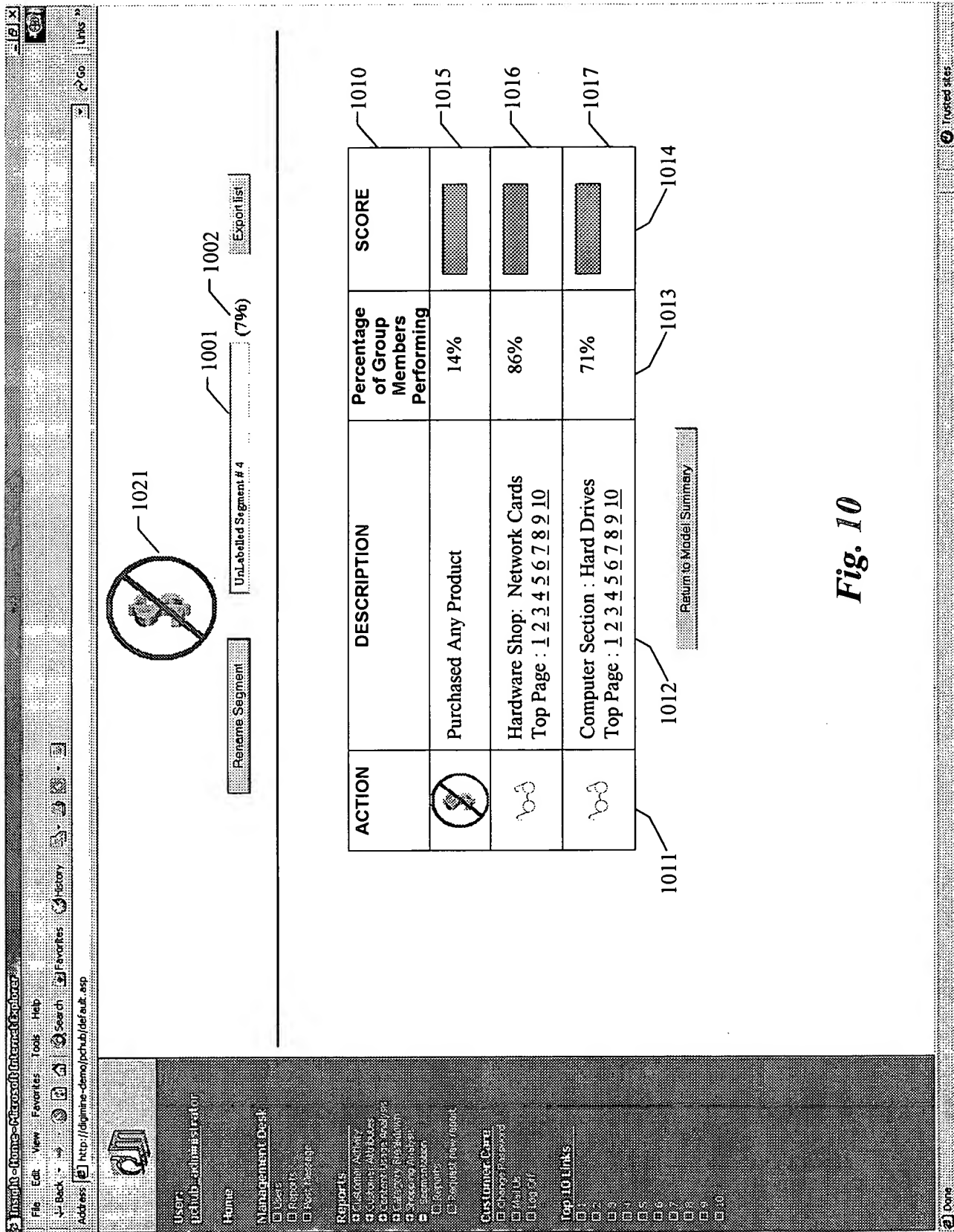
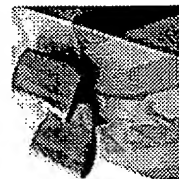


Fig. 10



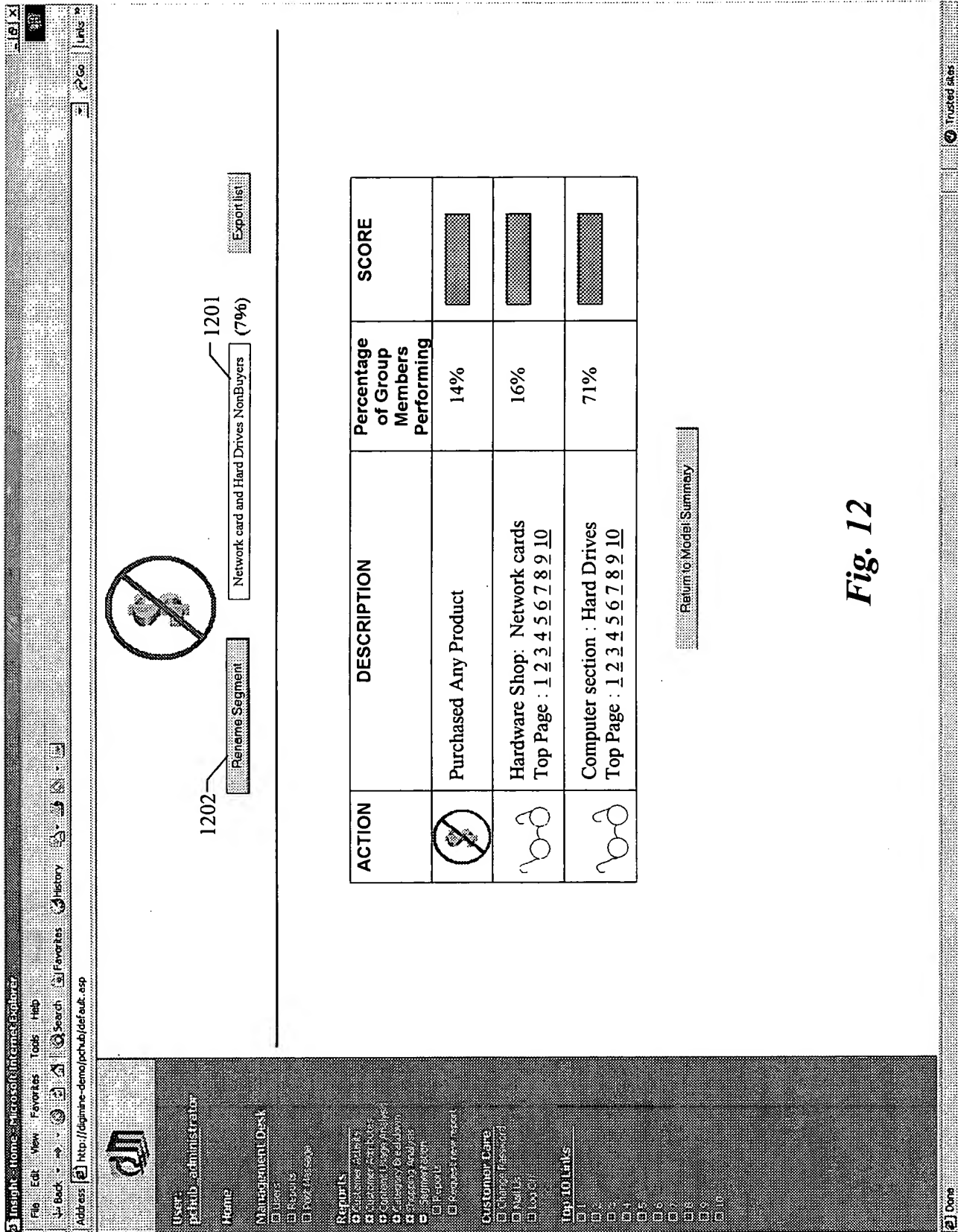
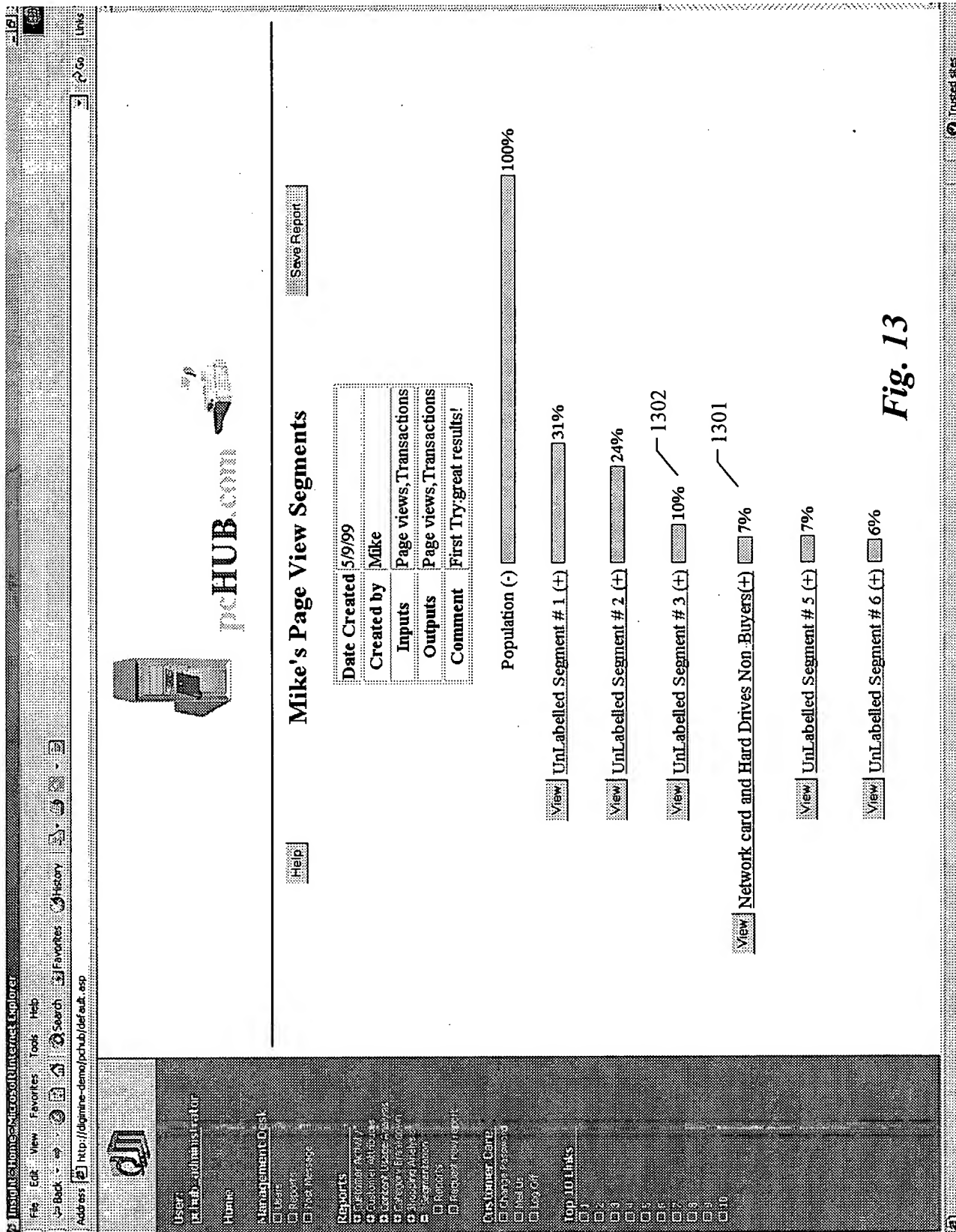
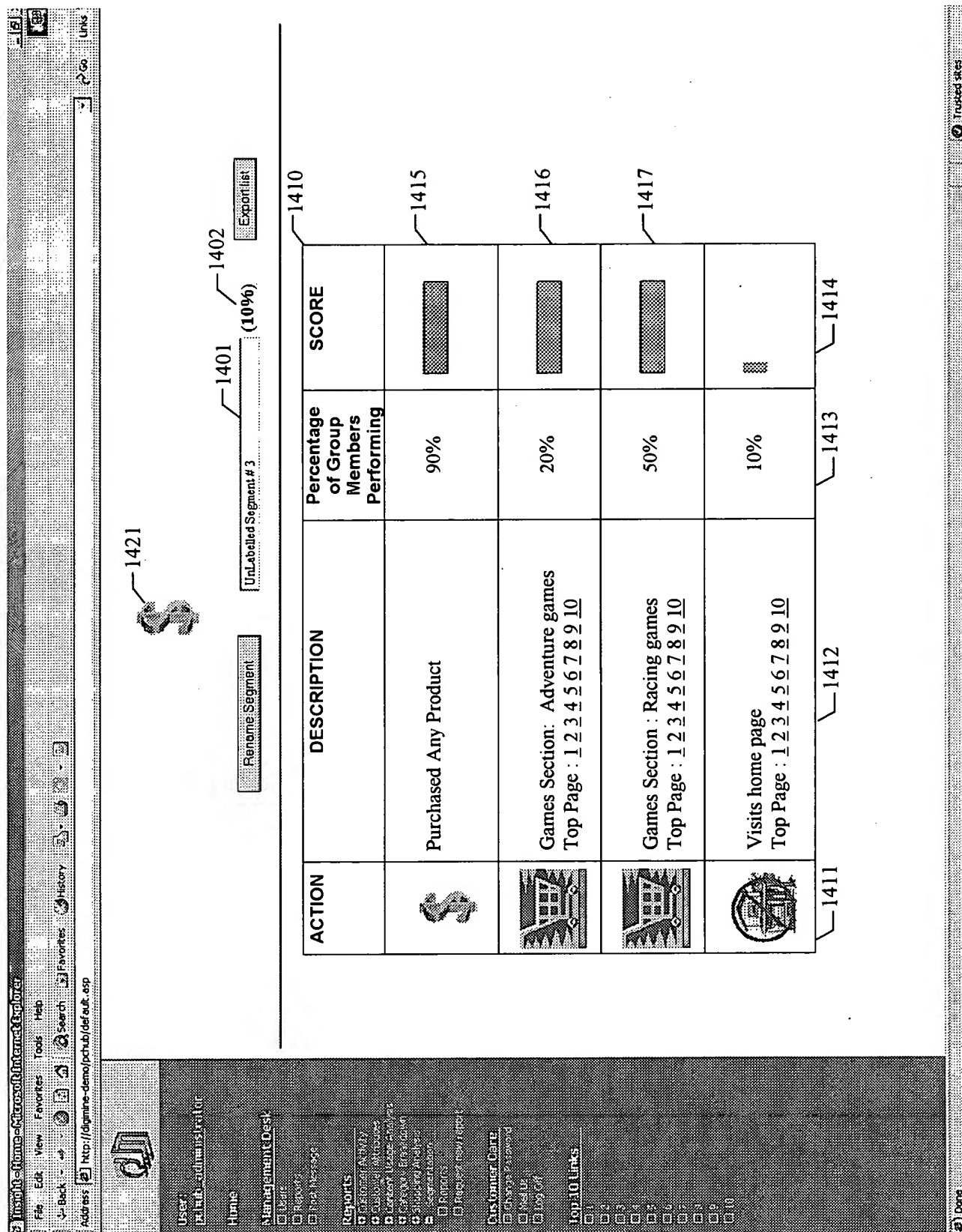


Fig. 12





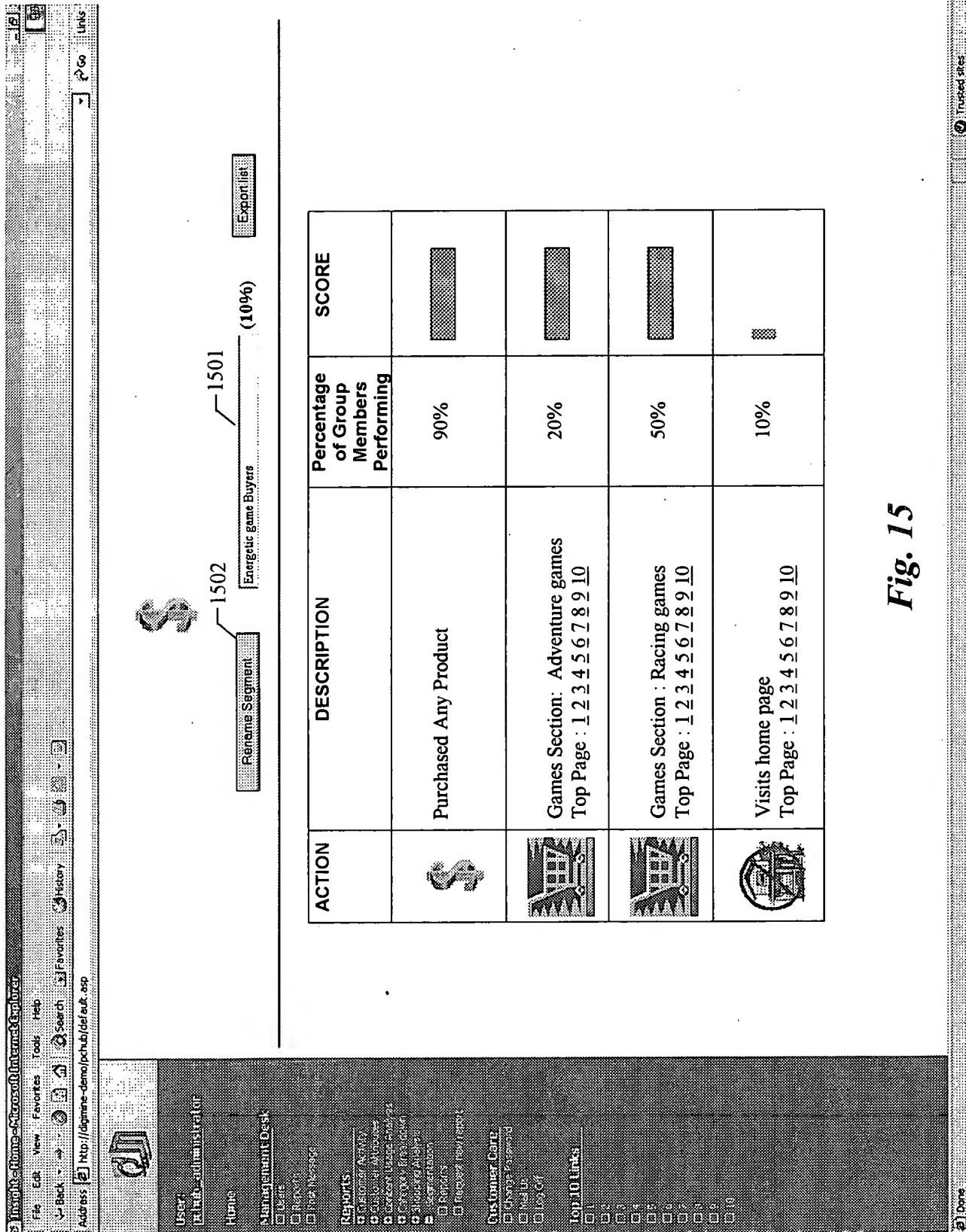


Fig. 15

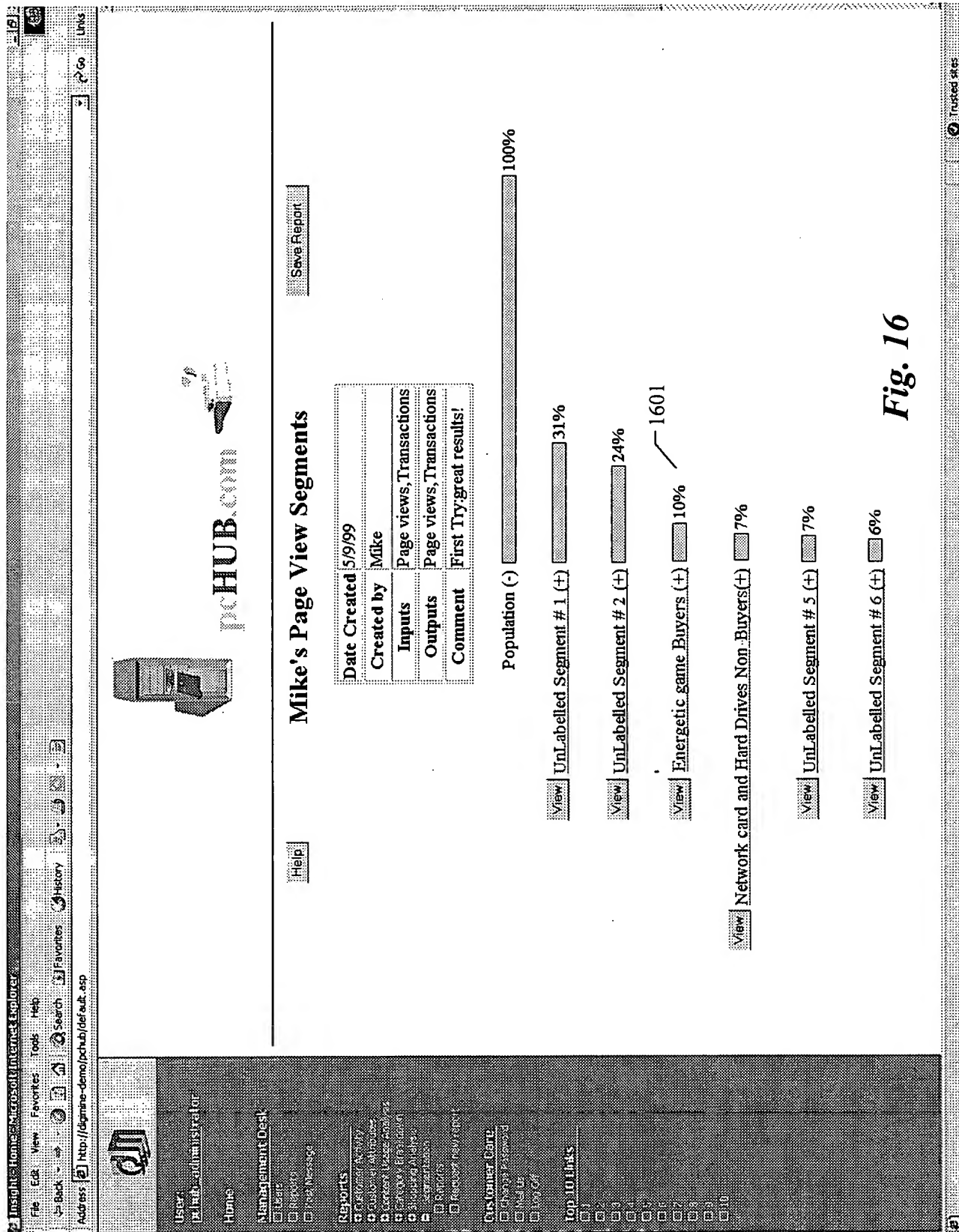


Fig. 16

